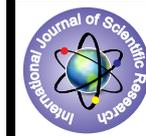


Student Awareness About Privacy Policy Related to Facebook



Marketing

KEYWORDS : privacy policy , aware , students

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ABSTRACT

College students are increasingly sharing their lives online through social networking sites with little concern for who may be viewing their information. Understanding student use of social networking sites along with privacy rights online will help professionals in the development of appropriate online activity and policies. Social networking sites are a part of college students' regular daily lives. With this new technology, questions about ethical use and the lines of what is private and what is not have become so blurry and misunderstood that students can find themselves involved in situations that are less than desirable. Social networking sites are a group of Web sites that provide people with the opportunity to create an online profile and to share that profile with others. The two most commonly used are MySpace and Facebook, about half of whom are college students. Several articles address issues related to higher education, but few examine the issues related to privacy. The topic of social networking sites has gathered increasing amounts of attention from student affairs professionals. Privacy is defined here as personal information that an individual deems important and unattainable by the general population. Personal information includes a person's name, physical address, e-mail address, online username, telephone number, social security number, and any other information with which that person could be identified. **Keywords :** privacy policy , aware , students

Facebook

Facebook is a social networking website launched in February 2004 and operated and privately owned by Facebook, Inc. Users can add people as friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by workplace, school, or college. The website's name stems from the colloquial name of books given to students at the start of the academic year by university administrations in the US with the intention of helping students to get to know each other better. Anyone age 13 or older can become a Facebook user.

Facebook was founded by Mark Zuckerberg with his college roommates and fellow computer science students Eduardo Saverin, Dustin Moskovitz and Chris Hughes. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League, and Stanford University. It later expanded further to include (potentially) any university student, then high school students, and, finally, to anyone aged 13 and over. The original concept for Facebook was borrowed from a product produced by Zuckerberg's prep school Phillips Exeter Academy, which for decades published and distributed a printed manual of all students and faculty, unofficially called the "face book". The website currently has more than 400 million active users worldwide.

Objectives

- To understand whom students accept as their friends.
- To know are they aware of Privacy Policy.
- ☑ To know whether they take any precaution or not.

Privacy policy

A privacy policy is a legal document that discloses some or all of the ways a party gathers, uses, discloses and manages a customer's data. The exact contents of a privacy policy will depend upon the applicable law and may need to address the requirements of multiple countries or jurisdictions. While there is no universal guidance for the content of specific privacy policies, a number of organizations provide example forms or online wizards.

Methodology

Designing the questionnaire:

We prepared the questionnaire in such a way that it covers all the questions regarding our objective i.e.

- To understand whom students accept as their friends.
- To know are they aware of Privacy Policy.
- To know whether they take any precaution or not.

As there was the possibility that students don't answer the questions by seeing long Questionnaire we kept that questionnaire short & simple.

Sample size design:

The sampling method adopted for research work was Convenience sampling method. In this project we used survey as our technique to collect the primary data. Sample size is 50.

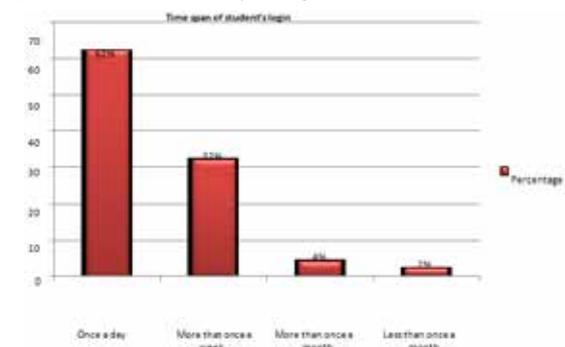
Data collection:

A pilot study of 50 Facebook user students was conducted of varying concentrations of study and ages. Our aim was to select participants evenly distributed among the various colleges to ensure different levels of technological ability. Survey participants were recruited in common areas of the university to try and maintain a balanced student population.

After collecting the data we compiled that data and analyzed. From the analysis we arrived at some conclusion. Then we studied the profile of users on Facebook randomly & compared that result with the result arrived from our sample survey to check whether they are similar or not.

Data Analysis

Question: How often do you login to Facebook?



Conclusion: The above data shows that 62% of the respond-

ents login Facebook once a day.

With the significance level of 5 it is said that more than 70% of Facebook users used to login once a day.

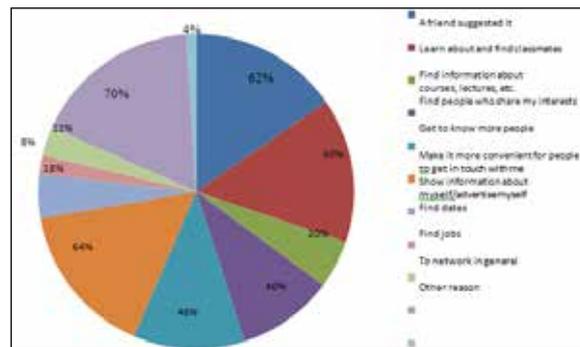
H0: $p \leq 0.7$ (Less than 70% users login once a day) Ha: $p > 0.7$ (More than 70% users login once a day)

$n = 50$; $\alpha = 0.05$; $pH0 = 0.7$; $qH0 = 0.3$; $p = 0.62$; $q = 0.38$
 $\sigma p = \sqrt{[(pH0 * qH0) / n]}$
 $= 0.065$
 $Z = (p - pH0) / \sigma p$
 $= -1.23$

At $\alpha = 0.05$ $Z\alpha = -1.645$
 $Z\alpha < Z$ so accept Ha. More than 70% users login once a day

Question: Why do you join Facebook?

A friend suggested it	62
Learn about and find classmates	60
Find information about courses, lectures, etc.	20
Find people who share my interests	40
Get to know more people	46
Make it more convenient for people to get in touch with me	64
Show information about myself/advertise myself	18
Find dates	8
Find jobs	12
To network in general	70
Other reason	4

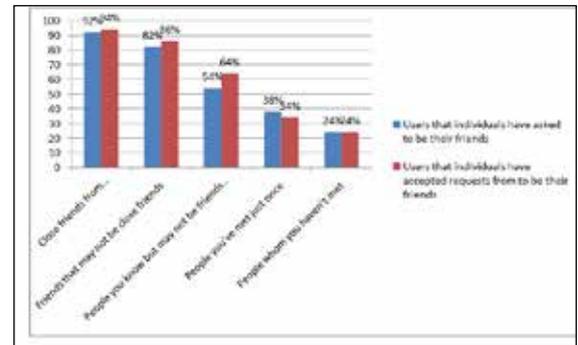


conclusion: The above data shows the reasons the respondents gave for joining Facebook. It is seen that 70 % of students use Facebook to get in network with friends, 62 % of students use it because friends suggested it, 64 % students use Facebook to make it more convenient for people to get in touch with them. It is concluded that most of the students use Facebook just to get in touch with their friends not for any productive work.

Question: Which types of "friends" that you have asked & have accepted to be your friend on Facebook.

	Users that individuals have asked to be their friends	Users that individuals have accepted requests from to be their friends
Close friends from university/ college/school	92	94
Friends that may not be close friends	82	86
People you know but may not be friends with	54	64
People you've met just once	38	34

People whom you haven't met	24	24
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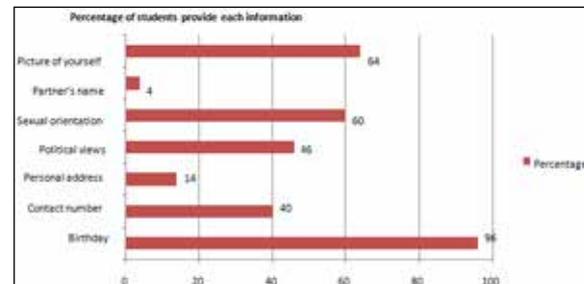


Conclusion: From the above data it is seen that most of the students have friend in Facebook are from their close circle. Very less students accept friend request from unknown person. This is good as accepting unknown person because harm user and the users know that & take precaution.

Question: Which types of information below that your Facebook profile accurately contains.

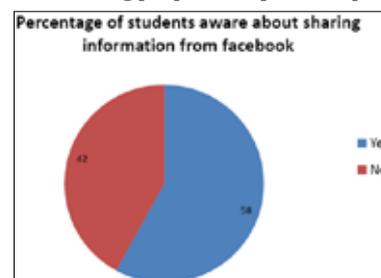
Birthday	96
Contact number	40
Personal address	14
Political views	46
Sexual orientation	60
Partner's name	4
Picture of yourself	64

Percentage of students provide each information



Conclusion: Above data shows that most of the students provide their Birth date on Facebook. This information can be used to get the information of their bank account, credit cards etc. more than 60% of students upload their picture on Facebook. This picture can be used to make the fake photograph. Also the political view can be used in future while applying for Government as well in Private firms. Providing much information on Facebook can be harmful.

Question: Are you aware that Facebook can share your information with people or organizations outside of Facebook for marketing purposes as per their privacy policy?



Conclusion: The above data shows that 58% of the respondents are aware about sharing information from Facebook. With the significance level of 5 it is said that more than 2/3rd of

Facebook users aware about sharing information from Facebook.
 $H_0: p < 0.67$ (Less than 2/3rd users aware about sharing information from Facebook.)
 $H_a: p > 0.67$ (More than 2/3rd aware about sharing information from Facebook.)

$n = 50;$ $\alpha = 0.05;$ $pH_0 = 0.67;$
 $qH_0 = 0.33;$ $p = 0.58;$ $q = 0.42$

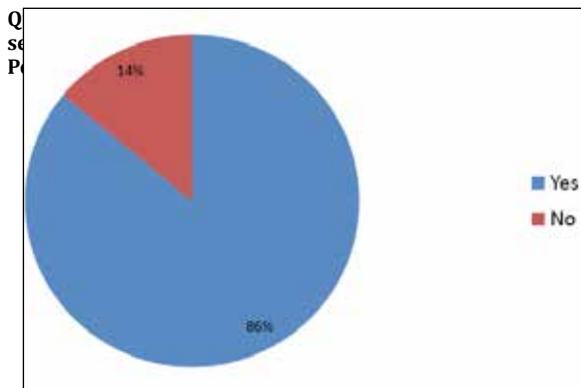
$$\sigma p = \sqrt{[(pH_0 * qH_0) / n]}$$

$$= 0.067$$

$$Z = (p - pH_0) / \sigma p$$

$$= -1.34$$

At $\alpha = 0.05$ $Z\alpha = -1.645$
 $Z\alpha < Z$ so accept H_a . More than 2/3rd aware about sharing information from Facebook.



Conclusion: The above data shows that 86% of the respondents are aware about changing Privacy policy on Facebook. With the significance level of 5 it is said that more than 2/3rd of

Facebook users aware about sharing information from Facebook.

$H_0: p < 0.9$ (Less than 90% users aware about changing privacy policy on Facebook.) $H_a: p > 0.9$ (More than 90% aware about changing privacy policy on Facebook.)

$n = 50;$ $\alpha = 0.05;$ $pH_0 = 0.9;$
 $qH_0 = 0.1;$ $p = 0.86;$ $q = 0.14$

$$\sigma p = \sqrt{[(pH_0 * qH_0) / n]}$$

$$= 0.04$$

$$Z = (p - pH_0) / \sigma p$$

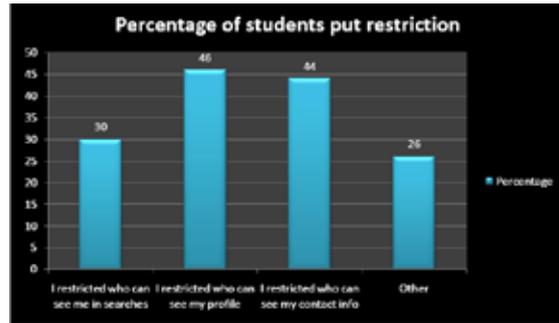
$$= -1$$

At $\alpha = 0.05$ $Z\alpha = -1.645$

$Z\alpha < Z$ so accept H_a . More than 90% aware about changing privacy policy on Facebook.

Question: what settings you have changed?

I restricted who can see me in searches	30
I restricted who can see my profile	46
I restricted who can see my contact info	44
Other	26



Conclusion: The above conclusion tells that though that the users know about the Consequences about the providing information on Facebook, they do not take proper precaution. Only 30 % of students restricted who can see him in searches.

Findings and conclusion

The questionnaire was design to identify the following questions

- How often students login Facebook?
- Why they join Facebook?
- To whom students accept as their friends?
- What information students provide on Facebook?
- Are they aware of Privacy Policy?
- Whether they take any precaution or not?

From the survey we find the following points.

- The reasons for their joining Facebook are to get in touch with friends; friends suggest it to know the people sharing the same interest which they have and to advertise themselves.
- More than 60 % of students have friends in their list who are from their close circle.
- Almost 90% students provide sensitive information on Facebook which can be used against them. 96% students provide their birth date. By knowing birth date the criminal can access their bank accounts, credit card information etc.
- More than 60% students provide their photograph on Facebook. This makes hackers easy to make their fake photograph & take advantages of it.
- Many students provide political view on Facebook. The employer can use this information against them in future while applying for the job in Government as well Private firms.
- We come to know that most of the students have knowledge about privacy policy of Facebook and more than 2/3rd of the students know that the information they provide on Facebook can be sold to third party without their permission.
- We also find that almost 90% students know that they can change the privacy setting on Facebook & can restrict strangers to access their profile. But even though they do not take any precaution to stop the theft of their information.
- Only 35-40% students put restrictions to access their profile without their permission.

From the above finding we can conclude that today students use social networking site regularly. Today's students become techno savvy. They know what the latest trends in digital world are & how to use it. Students regularly use Facebook. Although they know the consequences of providing information without proper security, they do not take any precaution & provide their information on the Facebook. This can be harmful to them as well to the society.

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